

## **Full Council Meeting Minutes**

October 6, 2004  
8:00 – 12:30  
Crystal Ballroom  
Tan-Tar-A  
Osage Beach, MO

Attendees: Miguel Meneses, Cheryl Thruston, Jim Dickerson, Debbie Vandevender, Nancy Headrick, John Wittstruck, Denise Cross, John Gaal, Lew Chartock, Mary Moore Johnson, Herb Johnson, Tony Myers, Robert Honan, J.C. Caudle, Marie Young, Ajamu Webster, Bill Treece Ron Randen, Bob Wilson, Steve Kraus, Roger Baugher, Mary Bruton, Marty Romitti, Franciena King, Carolyn Caudle, David Peters, Timothy Smith, David Mitchem, David Heath, Glenda Terrill, Mary McKinney, Clinton Flowers, Larry Swindle, Ken Boyer, Jan Vaughn, Sharon Hays, Jim Houchen, Jane Boyle, Becky Steele, Tana Holder, John Metcalf, John Wilson, Jeff Cartnal, Dianna Devore, Julie Eckstein, Don Holt, Virginia Mee, Kelvin Simmons, Rick Beasley, Garland Barton, Steve Long, Elaine West, Brenda Wrench, Bob Simpson, Bill Niblack

### **Minutes**

The first item of business was approval of the minutes from June 25, 2004. Mary Johnson requested an amendment to the minutes. On page 7 under strategic planning committee Dr. Johnson requested the minutes to read as follows: The Strategic Planning Committee has identified three main areas that we want to work on over the next several months. Our first priority is to assess results under the 2001 plan and update the strategic plan. Second the strategic planning will focus on obtaining endorsements of the state of the workforce report from private organizations in addition to public entities. Third, the committee is interested in improving MTEC's new membership orientation and training. We are also going to review the statutes to make sure we are in compliance. We welcome your participation as the committee does its work.

Dr. Wittstruck also requested a change to the minutes. On page 8, paragraph 3, the last line should read: "Our board has suggested that before being admitted to a teacher preparation program you ought to be at least in the top one-third of your high school graduating class."

James Dickerson moved to adopt the minutes as amended, Mary Moore Johnson 2<sup>nd</sup>; motion carried.

### **Mystery Shopper and WorkKeys Consortium**

Rick Beasley provided the council with an update on the mystery shopper program that was implemented statewide to assess services within the career center system. In an effort to evaluate customer service, service integration, and accessibility of services for diverse populations, individuals, posing as job seekers or business representatives, with varying levels of knowledge regarding Career Center services, visited 42 Missouri Career Centers and requested services and information. Reports for each visit as well as a summary report were

submitted to the division. Although the results were not as good as Mr. Beasley had hoped; he indicated that the program would be repeated again next year.

### **WorkKeys**

Rick reminded the council that one of the recommendations of the State of the Workforce Report was a work readiness certificate. In pursuit of that goal Missouri has joined a consortium of other states promoting WorkKeys. Rick feels that by joining this consortium Missouri will be able to benefit from their expertise and their best practices to implement a work readiness certificate ensuring that our students have the right skills to enter the workforce.

### **Labor Market Information Plan**

Marty Romitti the director of the Missouri Economic Research and Information Center, which is the research division of the Missouri Department of Economic Development, discussed the changes in the process of developing plans for workforce innovation and research and how those plans will be centered on the needs of the WIBs and the council.

MERIC does three primary types of research: economic development research for the Dept. of Economic Development, workforce information research with grant money from the U.S. Department of Labor (USDOL), and research to help support the workforce investment system. The third piece was the focus of his presentation. Each year MERIC submits a grant application and a research plan to the Dept. of Labor Employment Training Administration (DOLETA) but this year the process for submitting that plan has changed. The changes came about as a result of the DOLETA gaining more clarity on the needs and drivers of the workforce information system. Also, in the last several years, MTEC has become central to the workforce information plan for the state of Missouri. Therefore, we need MTEC's consultation, approval, feedback and ultimately authority to move forward in submitting this grant proposal.

The USDOL has passed down six strategic goals as a kind of cornerstone for the plan and research products that the state of Missouri will submit and will provide to the system. They are:

Generate More Local and Current Information;  
Deliver Better Analysis and Interpretation;  
Shift to Skills Focus;  
Improve Information Delivery;  
Promote, Strengthen and Integrate Ability to Use Labor Market Information; and  
Stimulate Resource Leveraging as a New Business Practice.

The process has gone from one that was more informal to one that is more formal. From these general ideas a consultation process was started to provide the type of workforce information/labor market information that would be helpful to the system. The plan is divided into six sections.

1. Continue to populate the ALMIS Database with state data.
2. Produce and disseminate industry and occupational employment projections.
3. Provide occupational and career information products for public use.
4. Ensure that workforce information and support required by state and local workforce investment boards are provided.
5. Maintain and enhance electronic state workforce information delivery systems.
6. Support state workforce information training activities.

## **Performance Scorecard**

### **Mary Bruton**

The scorecard was originally designed to provide an ongoing assessment of the states' workforce investment system and also to measure factors that are important to Missourians. The final format includes measures in three categories:

The economic system  
The educational system  
The career center system

The Economic System scorecard measures performance on various economic measures. Whenever possible these measures are compared to surrounding states, national, and sometimes international numbers in order to determine how Missouri is doing.

The education system scorecard measures Missouri's performance in areas such as enrollment in advanced placement courses, graduation rates, remediation rates etc. Where feasible comparison against states or national numbers is made. There is also a test given to fourth and eighth graders of thirty different countries called Third International Mathematics and Science Survey (TIMSS). This test compares science and mathematics only and shows that Missouri with regard to the international average is doing well.

The career center scorecard measures various things. However, there are differences between what the scorecard requests and what the workforce development career centers actually do collect. MERIC is in the midst of talks with the different divisions and agencies about how they collect their data, what data they have, and how they define it. They are trying to get the information in as consistent and coherent format as possible for the final report.

## **Regional Supply and Demand Gap Analysis**

David Peters reviewed the Regional Supply and Demand Gap Analysis utilizing data from the Southwest Workforce Investment area to populate the model.

The demand side of the model included: 1) industries that are driving the region's economy; 2) Industries targeted for their economic impact; 3) Missouri's Blueprint for Prosperity industries; 4) US Dept. of Labor's nine high growth industries; and 5) growing and declining industries.

The supply side of the model included data from: 1) occupational skill set studies; 2) US Census Bureau; 3) self-sufficiency studies; and 4) unemployment insurance records system.

Education and training sources included: 1) the US Bureau of Labor Statistics' six Educational Attainment Clusters; 2) the eleven categories of significant postsecondary education and training; 3) MOICC information on training providers by area.

## **Service Integration to Support Poor Working Families**

Susan Eckerle, professional development manager for Missouri Association for Community Action (MACA), gave an overview on the "Planning for Service Integration to Support Working Poor Families" guide. The booklet was developed through a grant from the U.S. Department of Health and Human Services, Office of Community Services, as an aid for community action agencies to assist the "working poor." Using a holistic view, the guide shows that in order for the working poor to achieve the best possible outcome for themselves and their families they need multiple interconnected services. Specifically discussed were:

Services and supports that the working poor may need to achieve more stable and functional lives, including sustained employment and economic advancement;

The interrelatedness and relative importance of these needs and services; and

Implications for community action intervention and effectiveness.

Council members expressed their being grateful for the presentation and some members informally voiced their support of the reports recommendations. Some Council members also endorsed more information and presentations such as this one.

### **+Measuring-Up 2004 and Higher Education Access & Affordability**

John Wittstruck spoke about the Missouri section of the Measuring Up 2004 report.

Missouri is a state that is pursuing and growing knowledge based industries. In order to sustain those kinds of industries we need a well-educated, well-trained workforce that is able to compete internationally with workers from around the world in pursuing the kinds of products, and the kinds of markets that our companies are involved with.

#### **Missouri's report card for 2004**

Preparation B-

Participation B

Affordability F

Completion B

Benefits B

Learning I

**Preparation** - Under preparation we moved from a C to a B minus between the 2002 report and the 2004 report but I'm not sure that's anything to get too excited about. In Missouri 23% of our eighth grade students take algebra in preparation for higher education compared to 35% in the top states. In Missouri 66% of seventh to twelfth graders are taught by teachers with a major in their subject compared to 81% in the top states. During the past few years the percentage of eighth graders performing well on national assessments in science has increased notably; the degree of improvement has been among the strongest in the nation.

**Participation** - Compared with other states, the chance of Missouri high school students enrolling in college by age 19 is only fair, because few students graduate from high school and enroll in college. We've got to promote access and the need to pursue education and training beyond high school if we are going to compete with the other states doing better in the area of participation. About 16% of Missouri high school graduates who go to college attend college out of state. We're not only exporting jobs we're exporting students.

**Affordability** - The state's investment in need-based financial aid is very low when compared with top-performing states, and Missouri does not offer low-priced college opportunities. In Missouri, 30% of students are enrolled in community colleges, 37% in public four-year colleges and universities, and 29% in private four-year institutions. When our coordinating board revised its rules for the establishment of new community colleges one of the pieces of research that I did was, what proportion of the state's enrollment reside in community colleges; we're at 33%. States like California 60%, Texas 50% we have not expanded our community college delivery system to accommodate those individuals that need the kinds of courses and

programs that community colleges offer. The state's investment in need-based financial aid as compared to the federal investment is 12% compared to 89% in the top states. At lowest priced colleges, the share of income that the poorest families need to pay for tuition is 15% of their income compared to other states at 7%. Forty percent of the population with the lowest incomes earn on average \$21,716 per year. If a student from such a family is to attend a community college, the net cost would be \$6,305 which is 29% of their annual income. We have to figure out how to deal with this.

**Completion** - We do quite well on completion. Missouri has made progress in narrowing the gap between whites and blacks. The number of black students receiving certificates and degrees has increased from 10 to 17 per 100 enrolled. If all ethnic groups have the same educational attainment and earnings as whites, total personal income in the state would be about \$1 billion higher, and the state would realize an estimated \$357 million in additional tax revenues. If Missouri were at the national median in terms of the population with a bachelor's degree we would infuse about six billion dollars into the economy. The fact of the matter is education pays not only in terms of improving the quality of life for individuals but also in terms of their ability to earn and in terms of the state's economy what they're able to spend.

### **Access and Affordability**

Lumina Foundation for Education, an Indianapolis-based, private foundation, strives to help people achieve their potential by expanding access and success in education beyond high school. The Lumina Foundation addresses issues surrounding financial access and educational retention and degree or certificate attainment – particularly among underserved student groups, including adult learners. The Foundation bases its mission on the belief that postsecondary education remains one of the most beneficial investments that individuals can make in themselves and that society can make in its people.

For the purposes of the study, data on 53,807 Missouri high school graduates who filled out a Free Application for Federal Student Aid (FAFSA) requesting aid for the 2002-2003 academic years were examined.

Fifty-six percent of freshmen completing a FAFSA filed after the cut-off date for state student aid programs.

A majority of freshmen completing a FAFSA are first generation college students.

Freshmen completing a FAFSA come from wealthier families than Missouri's general population.

Slightly more than 18% of first-time freshman that are FAFSA applicants are over the age of 25.

Dr. Wittstruck noted that, even though Missouri has made modest improvements, over the past decade, in preparing students for and enrolling them in higher education, the state has lost ground in keeping public four-year colleges affordable. He cited the need to:

Push outreach programs - "We need to communicate to our students that there is financial aid out there."

Simplify – In a 1997 study the recipients of financial aid received it in 270 different combinations. "The Dept. of Education is working on developing a system that is simpler."

Reduce the amount of debt a student incurs - The student loan debt for a 1997 freshmen graduating within six years was \$13,633. “Maybe if we can get them on state gift aid we might be able to help these people continue their education.”

### **Strategic Planning**

Mary Moore Johnson brought up the issue of laying to rest the 2001 strategic plan. “It was our understanding that the executive committee was asking us to lay this old strategic plan to rest. That’s what is before us. There is no action to be taken by the Strategic Planning Committee other than bringing it to this body and making the motion we no longer are bound by the 2001 Strategic Plan.”

*David Heath:* Assuming that motion carried what would next happen?

“It would then go back to the Strategic Planning Committee to create a new strategic plan.”

*David Heath:* Let’s do it now.

“So moved.”

*David Heath:* The motion before the body is to have a vote on the question of doing away with the existing Strategic Plan with the view that in the near term a new Strategic Plan will be created for MTEC.

Mary Moore Johnson motion. Tony Myers seconded. Motion carried.

### **Offshoring the Missouri Economy: Free Trade Job Losses and their Impact on Missouri Workers**

Herb Johnson presented a handout for the council’s review. He pointed to some figures regarding job loss in the state and a list of company names that have left Missouri for other countries. He suggested that the council members read the handout and then stated, “For us to accomplish the things this council and its membership is trying to do is becoming more and more difficult. As an American citizen and a resident of Missouri I think we all ought to be aware of these things and impress upon our leadership in both political parties that this is becoming an emergency situation in this country.”

**Meeting adjourned.**